

Building public support

Public support is vital to a successful FAFSA Frenzy event. Use the following resources to help communicate with the media and potential community supporters about your upcoming event.

Media talking points

Media talking points are provided for use in promoting your FAFSA Frenzy event. You can use the media talking points to highlight important facts about the FAFSA Frenzy program to local reporters. The content closely mirrors the public service announcement in order to provide a consistent message about FAFSA Frenzy across all media outlets.

News release

News releases are traditionally sent to local news editors, with the hope of obtaining media coverage. To give your release a better chance at getting placed in the paper or on the radio, contact the editor by phone, explain the program and ask for support. Establishing this professional relationship may increase the likelihood that your FAFSA Frenzy event is assigned a local reporter. The more coverage you get, the more students and families your event can reach. Use the news release template and be sure to fill in information regarding your event within the fillable PDF before distributing it.

Public service announcement

The sample public service announcement should be read on local or campus radio and television stations to promote your event. It is recommended that you begin using the PSA at least one month prior to your FAFSA Frenzy event. Contact radio and television station managers to request an on-air spot for your FAFSA Frenzy PSA.

Community/civic group letter

A sample community/civic group letter solicits help for your FAFSA Frenzy event. It explains the importance of FAFSA Frenzy and the role community support has in ensuring a successful event. This type of letter may be sent to a variety of organizations, such as the local Boys and Girls Club, city/county governments, community action organizations, libraries, chambers of commerce, places of worship and youth organizations.

Sponsorship letter

A sample sponsorship letter can be used to solicit help in sponsoring your FAFSA Frenzy event. Local businesses or community groups may wish to contribute to your event by providing snacks or prizes for those in attendance. Be sure to properly thank your sponsors using the certificate of appreciation, which they can display in their place of business.